A STUDY ON OPPORTUNITIES AND CHALLENGES OFFERED BY WEEKLY MARKETS IN THE NATIONAL CAPITAL TERRITORY REGION OF DELHI

A

Synopsis

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Submitted by

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1.0 Introduction

The Retail Industry accounts for more than ten percent of the GDP, and approximately eight percent of employment generation in India (IBEF, 2021). It is expected to grow to $1.2 trillion or Rs 126 Lakh crore by 2026 (Chandra, 2020). The population demographics favouring the youth (40% in the age group of 20 - 44 years) with their penchant for a convenient and modern life, along with technological advancement in the form of online shopping, has driven the estimated growth in the online retail market segment to a staggering $ 350 billion by 2030 (Economic Times, 2021). Amongst 152 countries, India is positioned at 73rd position in its support of online shopping (United Nations Conference on Trade and Development B2C E-Commerce Index, 2019). In this context, the other segments of retail markets i.e., organized and the unorganized retail segments are expected to show increasing and decreasing trends respectively. The dominant segment, i.e. the unorganized segment is expected to decline from 90% to 80% in 2021. Weekly markets, which constitute a part of the unorganized retail sector, provide opportunities and challenges for the various associated agents i.e., consumers, traders, sellers, community, government bodies, trade management bodies, etc.

First, key concepts relevant to the currently proposed research are defined, followed by the context within which the research is proposed and the broad area of the research.

Key Concepts:

- **Market:** The market is an integrated part of every society, be it a village, a slum area, a small town, or a metropolitan city.
- **Socialization**: Wood (2020) describes Socialization as a process of interaction to become more productive in society. It is a process of adding values to oneself and Society as well. According to Petrakis *et al*., (2015) it is a strategic instrument that changes the economic condition of a person and a society.
- **Urbanization**: Urbanization means the growth and development of cities and so a higher percentage of people come to live in the city
- **Entrepreneurship**: Peter F. Drucker (2002) opines that Entrepreneurship is nothing but the practice of Innovation and these ideas are available inside and outside as well. It is an adventure to accept the challenge at risk for commercial purposes.

Context:

India is home to 1.3 billion people. Unorganized retail constitutes the dominant sector servicing the people. However, the weak financial status of sellers, and physical constraints on expansion (Joseph *et.al.* 2008) hint at perhaps an expected decrease in relative service impact on consumers. However, it is also expected that the number of megacities will increase from the present 33 to 43 by 2030 with more than 10 million inhabitants (UN SDG 11). These are expected to exert stress on water, sewage, transportation, residential and commercial dwellings, healthcare, and education facilities, amongst other natural systems impacting one's quality of life, and human survival itself. Access models to necessary goods and services may change and it is in this context that the present study on weekly markets assumes importance, as neighborhood access points to goods and services.

Weekly markets have traditionally performed an important role in the life of neighboring communities. From a broader perspective of sellers, these are a means for survival and livelihood (Singh et.al.,2012), economic and social support to farmers according to NABARD (2021), preservation and development of culture (Ray *et.al.,* 2015), frontier for the determination of new product ideas (Jaysheelan et.al., 2017) and a channel for reducing the rural-urban divide (Gupta et.al., 2021) to enhance. inclusiveness. Consumers have relied on weekly markets for convenience (Sharma et.al.,2020) and easy access (Bhattacharjee and Barman, 2019) to goods. They benefit the community by enhancing infrastructure (Tribal Development Department,Government of Gujarat), education, and basic amenitiesfor the local communities. Further, weekly markets provide avenues for socialization (Parijatha, 2018).

An excerpt about the socio-cultural role played by Haats or weekly markets from a paper by Ray *et.al*, (2015) is cited below:

> *"They [HAATs] play a pivotal role as a scene to gather news and information, to exchange views and knowledge, to engage in various social, cultural, religious, and even political activities. They are venues for both commerce as well as festivity and exude a feeling of unity and strength. These occasional gatherings lead to traffic in social, cultural, and economic exchanges."*

Though the benefits and role of weekly markets are well-researched, the challenges associated with their planning, functioning, and management are yet to be determined from the perspective of improvement. The Government of India is executing various missions and schemes to improve urban

spaces, in the form of the Smart Cities Mission, the Jawaharlal Nehru National Urban Renewal Mission, and the Atal Mission for Rejuvenation and Urban Transformation (AMRUT), and the PradhanMantriAwasYojana. One of the key SDG 11 targets facing the Government is to "enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management". It is with this perspective that the present research is proposed to study the following broad thematic areas:

i) Economic role played by weekly markets in income enhancement
ii) To ascertain whether the weekly markets have spurred entrepreneurship amongst sellers or family and friends
iii) Management issues associated with weekly markets
iv) Challenges associated with planning
v) Challenges faced by sellers and consumersIn section 2, the conceptual model and the literature review are discussed.

2: Conceptual Model and Literature Review

2.1 Conceptual Model

Society faces the twin concerns of employment and nutrition, and it is here that weekly marketsplay a deeper role in addressing these needs. With urbanization, there has been an increased demand for fresh agricultural products in urban areas. A need for employment has also been felt for livelihood. Weekly markets provide the avenues for both. However many challenges continue to be faced in the context of weekly markets.

Unless the government policy framework related to market development and urban planning addresses these and new emerging challenges, the survival of the people may be threatened in terms of access to means of food and nutrition, and employment opportunities. It may be noted that market structures (architecture, venue, and space) are critical to influencing affinity for entrepreneurship (Nielson/GOI reports) through socialization. Customer experience is also influenced by improved goods suited to their needs, in combination with market facilities (Rukayah*et.al.(2012*).

A framework associating the concepts prepared by the researcher is presented in Figure 1.

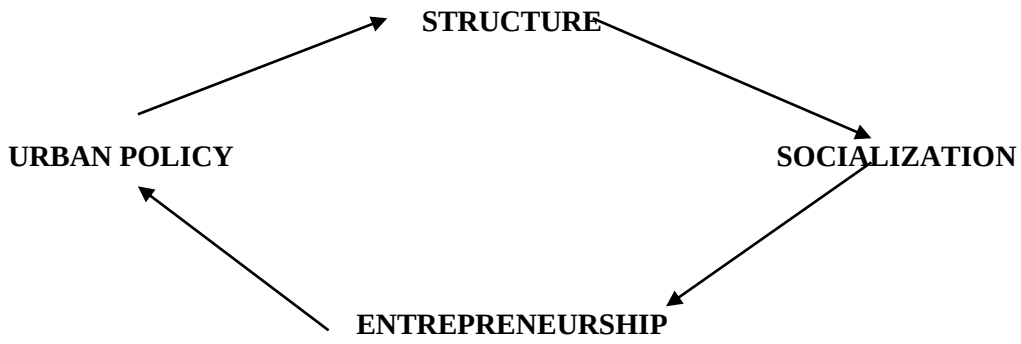

Figure 1: High Level Inter-relations

2.2. Literature Review at a Glance

Number of Readings: 41

Context

- Indian: 34
- International: 7

Type of Paper

- Research Papers: 37
- Working Papers: 3
- Thesis: 1

Type of Research:

- Analytical: 12
- Descriptive: 6
- Empirical: 13
- Exploratory: 10

Data:

- Primary: 28
- Secondary: 13

Table 1: Tabulated Literature reviewed

	Title, Author (Year)	Context	Type of Paper	Source	Type of Research	Focus	Data
1	Economic implication of weekly market participation: a case study of farmers cum sellers, Akoijam (2021)	India	Research	Journal	Analytical	Socioeconomic Role	Primary
2	Factors Influencing Purchase of FMCG by Rural Consumers in South India: An Empirical Study, Ali *et.al* (2012)	India	Research	Journal	Descriptive	Opportunities	Primary
3	Urbanisation in India: Causes, Growth, Trends, Patterns, Consequences & Remedial Measures, Ali (2020)	India	Research	Journal	Analytical	Factors	Secondary
4	Role of Weekly Market in Indian Economy Anand*et.al.(*2017)	India	Research	Journal	Analytical	Problems &Challenges	Secondary
5	A Buying Behaviour of Rural Weekly Haat Customers: An Empirical StudyBansal*et.al.*, (2019)	India	Research	Journal	Empirical	Factors	Primary
6	Market Mechanism and Functionaries of Local Haats: An Empirical Study in the Garo Hills Districts of Meghalaya, Barman andBhattacharje (2016)	India	Research	Journal	Empirical	Mechanism	Primary
7	Changing paradox of street vendors and vendor zones in India, Chaudhari (2014)	India	Working paper	Journal	Exploratory	Architectural Planning	Primary
8	The Local Weekly Markets of Delhi: Operating in the Formal'Space'and Informal economy,Chowdhary, (2017).	India	Research	Journal	Empirical	Factor	Primary
9	Problems and prospects for marketing of rural products: An empirical study of tribal region of Rajasthan (India),Dave *et al.* (2010	India	Research	Journal	Exploratory	Problems & Challenges	Secondary
10	Geospatial Analysis of Rural Weekly Markets: A Case Study of Bemetara District of Chhattisgarh, India, Baghmar*et.al.*, (2017)	India	Research	Journal	Descriptive	Architecrural Planning	Primary
11	Market and society: how do they relate, and how do they contribute to welfare,Dolfsma *et.al.* (2005)	India	Research	Journal	Analytical	Conceptual	Secondary

12	Rural Entrepreneurship Success Factors: An Empirical Investigation in an Emerging Market, Gyimah, P. &Lussier, R. N. (2021)	International	Research	Journal	Analytical	Challenge	Primary
13	Review of Rural Marketing in India and Innovations in Rural Marketing, Hakhroo(2020).	India	Research	Journal	Descriptive	Challenges	Primary
14	Urban agglomeration effects in India: evidence from town-level data, Hasan*et.al.* (2017)	India	Research	Journal	Empirical	Effects of urbanisation	Secondary
15	Roles of periodic markets in fostering rural development in Emohua local area rivers state, NigeriaIkechukwu*et.al.* (2018).	International	Research	Journal	Empirical	Socioeconomic Role	Primary
16	A Synthesis of Livelihood Opportunities From The Periodic Markets In Niger-East Senatorial District, Niger State, Nigeria, Iormba *et.al.* (2018).	International	Research	Journal	Analytical	Socioeconomic Role	Primary
17	Understanding mandis: Market towns and the dynamics of India's Rural and Urban transformations,Kapur*et.al.* (2014)	India	Working paper	Report	Exploratory	Dynamics of transformation	Primary
18	Challenges and opportunities of Indian rural market. International Journal of Marketing Studies, Kumar, P. (2013).	India	Working paper	Report	Exploratory	Opportunities	Primary
19	Effective media for rural communication: a study of Panipat area.Kaushik*et.al*. (2013).	India	Research	Journal	Descriptive	Opportunities	Primary
20	A GIS Based Study of Urbanization Impact on Land Surface Temperature in Greater Noida, IndiaKumari*et.al* (2017)	India	Research	Journal	Empirical	Land use	Secondary
21	The Smallholder in the agriculture market reforms in IndiaManjula (2021)	India	Research	Journal	Analytical	Problems & Challenges	Primary
22	New Patterns in Indian Urbanization, emergence of Census Towns, Mitra*et.al* (2015)	India	Research	Journal	Descriptive	Problems & Challenges	Secondary

23	The sustainable architecture of bazaars and its relation with social, cultural and economic components (Case study: the historic Bazaar of Tabriz).Kalan, *et.al*(2015).	International	Research	Journal	Empirical	Land use	Primary
24	Governing Dynamics of Urban Informality: A Case Study of Local Markets in Phnom Penh (Cambodia) Mohan *et.al* (2018).	India	Research	Journal	Exploratory	Problems & Challenges	Primary
25	Entrepreneurship in economic development, Naudé, Wim(2008)	International	Research	Journal	Analytical	Problems & Challenges	secondary
26	Sustainability of E-retail in India,Niraj, S.&NageswaraRao, S. V. (2015).	India	Research	Journal	Exploratory	Problems & Challenges	secondary
27	Indian rural market: An impulse to FMCG sectorPareek&Pincha (2013).	India	Research	Journal	Exploratory	Opportunities	Primary
28	Weekly market: A micro level study on Byrnihat Market in Ri-bhoi district of MeghalayaPurkayastha(2019).	India	Research	Journal	Descriptive	Problems & Challenges	Primary
29	Understanding of the Socio-Economic benefits of rural home-based Enterprises (HBEs) through the framework of livelihood resources. Rashid (2018).	India	Research	Journal	Empirical	Problems & Challenges	Primary
30	In the shadow: a study for utilization of space under flyovers in Dhaka, Roushan (2013).	International	Thesis	University	Empirical	Problems & Challenges	Primary
31	Working life of street vendors in Mumbai, Saha(2011).	India	Research	Journal	Empirical	Problems & Challenges	Primary
32	Resurrection and being of a Haat: case study of rural markets of the eastern plateau region. Sarkar, A. B., Banik, P., &Dattagupta, R. (2014).	India	Research	Journal	Exploratory	Problems & Challenges	Primary
33	Mapping Delhi's Weekly Markets: An Explorative Study of Hafta Bazaars, Sharma (2020)	India	Research	Journal	Exploratory	Strategy	Secondary
34	Strengthening the identity of inner-city by restructuring the market: Shirsat (2019)	India	Research	Journal	Exploratory	Planning	Secondary
35	Urbanization in Gautam Buddha Nagar District, Uttar Pradesh. Sinha, S. (2018).	India	Research	Journal	Empirical	Problems & Challenges	Secondary

36	Marketing to rural India: A changing paradigm ,Srivastava, D. (2010).	India	Research	Journal	Analytical	Problems & Challenges	Secondary
37	A Baseline Survey of Informal Economy and Livelihoods System in Kaduna State, Nigeria,Umaru. (2019).	International	Research	Journal	Analytical	Problems & Challenges	Primary
38	The study and the analysis: an impact of organized retail on unorganized retail in India,Vij(2013).	India	Research	Journal	Analytical	Problems & Challenges	Primary
39	Role of Weekly Market Centres in Rural Development, A Case Study of DevgadTaluka in Sindhudurg DistrictWankhede (2018)	India	Research	Journal	Analytical	Problems & Challenges	Primary
40	Rising horizons of rural marketing in India, Sharma (2020)	India	Research	Journal	Exploratory	Problems & Challenges	Secondary
41	A Study on Working Performance of Weekly Market with Reference to Karamanikuppam, Kumaresan*et.al.*(2019)	India	Research	Journal	Empirical	Factors	Primary

2.3. Detailed Literature Review: The Review of literature is divided into different sections as per the objectives of the Research as follows:

2.3.1 Socio - Economic Role:

Akoijam (2020): Farmers' income increases for six years but after that, it starts declining or it becomes stable. The social bonding also increases upto six years but after that, it decreases.

Bansal*et.al.*, (2019): People purchase from nearby Haat because of the convenience of nearness and availability under one roof**.**

Purkaystha(2019): Intermediaries play a significant role in the functioning of the weekly market of Meghalaya.

Umaru(2019): About 2/3 of the economic activity is done by the informal economy.

Rashid (2018): The rural home-based enterprises are a good alternative toHaats. They have supported the social and economic life of people.

Anand (2017): Weekly Market is a tool of development. It brings physical and financial incentives

Hareeharan (2017): Weekly Market works based on trust. There is not much effort to be made by the seller to sell a product in the weekly market. It sells easily and very soon. It does not need to be waited for long.

Jaysheelan*et.al* (2017): Haats provide economic and social support to the farmers. The location of the Weekly Market plays a significant role.

Sathyanarayana, *et.al*(2017): Topromote a product the company should approach Haats.

Rana*et.al* (2017): "The presence of Urban Agglomerations increases the labor wages by 1-2% but it increases the cost of land due to increased population and density".

Patil (2017): The gap between Rural and Urban consumers is decreasing. Rural society is rigid and homogeneous. Therefore communication should be done at a personal level.

Barman and Bhattacharjee (2016): Marketintermediaries play an important role in the functioning of the Haat.

Mishra (2015): The major portion of the profit goes to the middlemen. Weekly markets are now expanding to almost every place in our country because these provide better and bigger earning scopes than the organized retail markets.

Kaushal (2014): Urban markets are becoming saturated. The number of customers is small but the number of competitors is many. Sidewise the income of the rural consumer is increasing due to various reasons. Hence marketers are targeting rural consumers now.

Vij(2013): Retail sector has spurred the economic growth of the country. It provides a lot of job opportunities.

Waraich (2012): The Haats of India are just similar to the Hypermarket of modern retail. They have enough potential. They have enough income-generating capacity.

Kashyap (2011): The Haats have supported Indians' economic and social life much before independence. 70% of the haats were established in India before the freedom from British rulers.

Joshi et.al (2011): Rural Market is no more rural. It welcomes branded and non-branded products.

Wilson (2008): The development of the weekly market has several factors such as convenience, demand, and peace in the country. Also, many people are working in this market additionallythey are employed somewhere else also. It's a link between rural and urban places.

Wankhede(2008): Weekly Markets have played a significant role in transferring goods and providing livelihood.

Velayudhan (2007): Consumers visit weekly Haats not only for purchasing the product but for gathering and socializing.

Dolfsma*et.al* (2004): Markets can increase the welfare and well-beingof Society.

2.3.2 Socialization effect of Weekly Markets

Sharma (2020): Weekly Markets have a significant role in extending the culture and promoting livelihood. But there is no documentation of these. Hence there is a need of making a web portal for these Haats.

Yan *et.al*(2019): OpenMarkets are a good place to sell innovative, new products, be creative and be innovative in services.

Srisat(2019): A Weekly Market is a place of exchange of information and ideas. It generates trust between the people and helps extend the culture. Therefore it should be developed properly so that it does not leave its identity.

Sudhir (2018): Urbanization is at different degrees in different classes of cities. The more developed towns are urbanizing faster than the slow-growing towns. G.Noida is urbanizing fastest as it is the most planned city. It is situated with no expressways and it provides the highest job opportunities.

Mahanta (2017): In Assam, the tribal women have ethnic skills. They make different ethnic products that are used at different festivals in India. The rural Haat is a very big platform for them to generate income.

Sutradhar (2017): The establishment of border haat is very beneficial for both countries. It helps in providing better education,better infrastructure, electricity, and other basic amenities of life. Also, it helps in exporting agricultural goods. It has made the socioeconomic life of the vendors a standard one.

B**aghmar (2017):** Rural haats are the nerve centers of social, economic, and cultural development. With the growth of agricultural production, transportation, and industries the growth of the rural market takes place.GIS as a technology is very helpful to find out the market which is not operating and for various other analyses.

2.3.3 Challenges faced and solutions:

Manjula (2021): The smallholders face a stiff challenge in continuing their businesses. Government policy needs to be reframed.

Ali (2020): Urbanization has proved to be effective but there are more serious issues taking places such as the evolution of slums, and urban crimes. The authorities need to plan in a better way to get the complete benefits.

Hakhroo (2020): Rural Marketing is a better source of income for Marketers now a day. The demand for products and services at Rural Market is increasing.The increase in literacy level and income of Rural Consumers has increased the demand size in Rural Market.

Naina (2020): Rural Market has an increasing demand for the products. There are various factors such as an increase in Literacy, Migration, adoption of Technology, etc. Marketers need to practice innovative strategies to avail the benefits of this Market.

Bhuiyan (2020): Border Haats are the center of money and livelihood. It builds social trust but paves the way for corruption, and gender discrimination also.

Kumaresan(2019): Weekly Markets are the center of income and need fulfillment. Therefore it should be upgraded spatially and temporally. There should be more assortment of goods. None of the old weekly Haats which were run and controlled by the government were upgraded.

Mbaukaan*et.al* (2018):A weekly market is a place for providing livelihood opportunities. Out of all the options available, the sale of agricultural produce is the biggest source of income. To support a society a marketplace should be developed architecturally**.**

Rahej*a et.al* (2017): A leftover space can be converted into a useful place that provides connectivity to society as DilliHaat. It needs a little architectural support.

Patil (2017): The gap between rural and urban consumers is decreasing. The rural community is smaller, homogeneous, and rigid. Urban community is larger, heterogeneous, and has
more social differentiation. But this divide between urban and rural is decreasing.

Madhuri*et.al* (2017):Urbanization has increased the temperature of G.Noida by 2 degreescelsius,which decreased the cultivation by 92% till 2010. But there was a growth of 8% between 2010 and 2013.

Parminder (2016): The immense potential of rural markets can be availed only if it is targeted differently. The same old plan for the cities market will not work. To develop the infrastructure government and NGOs should take the lead**.**

Rao*et.al*.(2015): Modern retailers should change their business strategy otherwise they can not survive.

Daru (2015): Rural market and Rural Consumer differ widely from their urban counterpart. The life cycle of the products is very small in urban markets.

Kalan and Oliviera (2015): The market should be in the vicinity of main public dealing places such as post offices, transport stands, Banks, etc. it becomes convenient for the shoppers to save time.

Ray and Dattagupta (2015): The village Haats are scattered**.** Many of the Haats collapsed because of poor infrastructure to connect them to villages.

Mitra (2015): The conversion of Villages situated near big cities, into Census Towns is an expansion of the village by adopting the urban infrastructure, though administrative boundaries remain the same. There are fewer spaces available to accommodate the migrants and there begins the slum areas. Similarly, there is extra utilization of natural resources creating environmental problems. The socio-economic life is not fully enjoyable in these towns.

Kapoor and Krishnamurty (2014): The transportation cost is 14% of the daily sale which needs to be reduced**.**

Kapur(2014): The mandis/haats in Bihar did not have proper Infrastructure. The entire trade was being done under the gulf of unsavory elements. There was the involvement of middlemen in every wholesale transaction. The retailers used to pay a huge amount of ransom as Hafta.

Choudhary(2014): Street vendors are increasing in numbers. Some of them only are licensed whereas the maximum is not. They have a unique selling strategy along with charging a low price. Thus they are a challenge before modern retailers. Municipal corporations can interfere to safeguard modern retail outlets.

Mohan (2013): Vendors of DilliHaat are happy but somewhere they feel biasness of the administrators. Some vendors get a strategic place near the entrance where the maximum number of footfalls happen.

Roushan (2013): Informal spaces emphasize their significance in the lives of

people, as people develop strong attachments with the place. Hence it needs to be developed into a proper mark**et.**

Kaushik*et.al* (2012): The village market is very profitable. But it needs a separate strategy to tap it.

Saha (2011): Street vendors are quite indispensable for cities. They provide need fulfillment and generate income. Government should provide them with some authorized space and protect them from threats, evacuation, snatching, etc.

Dave and Saxena(2010): No credit facility is a big hurdle for the manufacturers of crafts. Their access to other markets is limited as it is an undeveloped tribal region.

Srinivasan(2007): Theinformal sector needs a financial boost. The policy needs to be revised so that the banking sector can be ready to do so.

2.4 Research Gaps Identified: The following research gaps have been observed:

Table 2: Research Gaps Identified

S No.	Year	Author	Gap as mentioned
1	2020	Sharma	**W**eekly Markets are unregularized or we can say there is an informal authority to look after. A study can be made to understand under what type of administrative framework a weekly market can perform better.
2	2020	Akoijam	Weekly markets help create employment and generate money. Similarly, it enhances social bonds. But he found that both the Income and Trust decrease here after six years.
3	2019	Bansal*et.al*	It is seen that in the Haats 90% of the customers were women. Research can be done in the same market regarding this

From all the literature it is observed that the Weekly Market or a haat does have an economic potentiality and they are a good source of Socialization or extending culture. But no one has worked on Generation of Entrepreneurship.

Secondly, the Weekly Markets selected for the study are not viewed from an Urban Planning perspective. These two aspects make the present Research a new Topic.

3.0 Research Methodology

Objectives of the study: Hence, the objective of the present research may be summarized as follows:

i. To understand the economic role played by weekly markets in terms of providing wealthgenerating avenues for participants

ii. To evaluate whether weekly markets have played a role in stimulating the initiation of entrepreneurship among participants and family members.

iii. To understand the planning-related problems of weekly markets.

iv. To propose solutions regarding the challenges faced by participants in the weekly markets.

The Study will be made with reference to the following proposed variables

Table 3: Variables to be studied in the proposed research

Variables associated with Opportunities provided by weekly markets	
Economic Role	Size of the business
	Perceived income levels and trends
	Demand and supply of goods and services – new goods/services required
	Opportunity for collusion on price
Entrepreneurship	Origin points of the idea of starting a business (e.g. was it the weekly market/family member/friend etc.)/motivation to start
	Number of family members/friends who are trading in the weekly markets
	Opportunity to provide employment to others
	Opportunity to design/introduce a new product (innovate) in the weekly market
	Opportunity to mentor other new entrants into the weekly market (buddy training)
	Number of weekly markets in which traders participate
	Opportunity for community service by self/in groups
	Number of women sellers/Gender
Variables associated with planning related challenges of weekly markets	
Planning related challenges	Location
	Access
	Perceived Traffic congestion near the market
	Perceived Aesthetics of the locale
	Nearness to green areas
	Adequacy of light
	Space given to the shop
	Space between shops
	Arrangement of goods in the shop
	Perception about adequacy of Sanitation facilities
	Perception about adequacy of Drinking water facilities
	Perception about adequacy of Hygiene in surrounding areas
	Perception about Pollution
	Waste disposal
	Access to first aid and medical facilities
	Space for parking
	Open air or covered spaces for selling/exposure of goods to the elements
Variables associated with challenges faced by participants in weekly markets	

Traders	Consumers	Management bodies and Authorities
Financing the trade/Investment Risks associated with trading, security, theft, harm to personal being Distance from production center Interest on loans Timing of the market Managing expectations of government bodies Unethical practices demanded by others Regulations	Price trends in general of goods and services and acceptance amongst consumers Parking space Pucca paths for walking Quality of goods being offered by traders	Co-ordination and co-operation amongst relevant bodies Regulatory framework

Nature of the research:

The proposed research is exploratory in nature.

Data

Research is based on primary data which is proposed to be collected by visiting the weekly markets in the National Capital Territory region of India.

Tool for data collection

Self-structured questionnaires will be designed to collect data in person from the sellers, consumers, representatives of government, trade bodies, and entrepreneurs observed to have initiated new ventures in the last 3 years.

Method of data collection

Personal Interviews of select persons participating in the research

Survey

Source of data

The respondents associated with weekly markets in the National Capital Territory region will comprise the source of information that is expected to be collected. The National Capital Region (NCR)includes Delhi and its surrounding areas of Uttar Pradesh, Haryana, and Rajasthan. It is a Rural-Urban region. Its total population is 46,069,000 and it has an urbanization level of 62.6%.The total area of the National Capital Territory region is approximately 1,483 sq km. Commuting in big cities is

not economical even if you use public transport. Moreover, these markets will be complete enough to collect enough data.

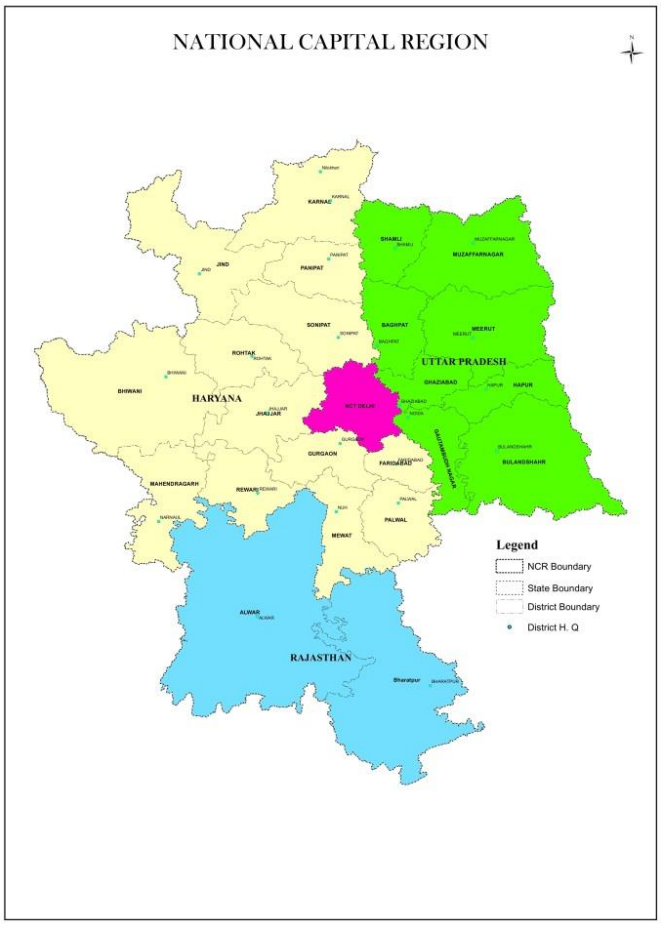

Figure 2: National Capital Region: Constituent Areas (as of March 2017)
(Source:http://ncrpb.nic.in/ncrconstituent.html)

Sampling Technique

Cluster sampling may be conducted for the present research, whereby clusters of sellers and consumers (residents) may be identified in their respective roles. Further, clusters of weekly markets may be identified in the sub-regions of the National Capital Territory region of Delhi.

Population

- We do not have an estimated number of sellers, who are believed to visit the rotating weekly markets.
- Consumers: The population of NCR is approximately 46,069,000.Table 3 presents the average number of visitors to weekly markets in select states. The numbers vary from state to state. Smaller weekly markets accommodate between 3000 to 10500 visitors in small weekly markets. In large

weekly markets, the number of visitors may vary from 3700 in Orissa to 22300 in Maharashtra. The residents of the National Capital Territory region which visit the markets for purchases constitute the population of consumers.

Table 4: Average number of visitors in weekly markets in select states

Average Number of Visitors in a Weekly Market in the States	Large Weekly Markets	Small Weekly Markets
Maharashtra	22,300	10,500
Bihar	8,100	3,500
Uttar Pradesh	17,000	4,100
Orissa	3,700	3,000
Andhra Pradesh	6,800	3,700
Madhya Pradesh	11,000	4,600

Source : RMAI (2011)

Trade Bodies, Government bodies

We have no information currently on the number of people associated with trade bodies and government officers associated with the management of weekly markets.

Sampling Frame

All the Shopkeepers present in the Weekly Market and the customers visiting the market and present in the market.

Select members of Trade bodies and government officers available to discuss management aspects

Sample Size

The sample size will be determined with help of Gordon's formula, where the sample size of the Infinite population (where the population is more than 50,000). Degree of the variability of population characteristics or standard deviation (σ), Level of confidence desired or Z value, Degree of precision desired in estimatingpopulation characteristics: n = σ2Z2/D2. Where, σ = The Approximate value of the standard deviation ofthe sample is taken as 1. Z = Standard normal variation or Z value is taken as 1.96 for the 95% confidence level desired. D is taken as 0.1 to ensure a high degree of precision. The sample Size proposed to be taken is 384.

N =12 (1.96)2 / (0.1)2 = 384

4.0 Proposed Chapters of the Thesis:

Chapter 1: Introduction

Chapter 2: Theoretical orientation and Literature Review

Chapter3: Research Methodology

Chapter4: Finding and Analysis

Chapter 5: Conclusions and Recommendations

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Annexures

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